

Method For Capturing Demographic Information From A Skinable Software Application

Abstract of Disclosure

A method of obtaining demographic information relating to the use of a distributable skin, the method including the steps of establishing a demographic data store, retrieving an array of demographic information responsive to the registration of a skinable client-side application, storing the array in the data store, responsive to a use of the skin on the application, establishing a data connection between the data store and the application, and updating the array to reflect the use of the skin.

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Figures

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